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A Message to Garcia

BY ELBERT HUBBARD



SECOND HALF-MILLION EDITION.



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A MESSAGE TO GARCIA

Order News

'MESSAGE TO GARCIA' HERO TO GET REWARD

Maj. Rowan May Get Distinguished Service Cross.

1922

WASHINGTON, May 13.—The man whose deed inspired Elbert Hubbard to write his masterpiece, "The Message to Garcia," is about to be rewarded for this outstanding bit of heroism of the Spanish-American War. He is Maj. Andrew Rowan, U. S. Army, retired, of San Francisco. When he carried the famous message he was a lieutenant in the regular army.

President McKinley wanted to get a letter to Gen. Garcia, one of the Cuban rebel leaders, and Lieut. Rowan was intrusted with the task. At the risk of his life, he made his way through the Spanish lines, delivered the message and returned with valuable information from Garcia which helped shorten the war.

Maj. Gen. Nelson A. Miles recognized the heroism of the act in a letter to the War Department, but to date that is the only honor conferred upon Rowan by the Government. His friends have been active of late and the War Department is now considering a request from Gen. Shortridge that Maj. Rowan be granted the distinguished service cross.

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A MESSAGE TO GARCIA

By Elbert Hubbard.

IN EXPLANATION.

This small preachment by Elbert Hubbard was first printed in the Philistine Magazine for March, 1899. It was then done into a booklet by the Roycrofters at the Roycroft Shop, which is in East Aurora, Erie County, New York, U. S. A. ❀ ❀

Having received so many requests from Clergymen, Teachers, and others interested in the education of the young for copies of "A MESSAGE TO GARCIA," we have decided, after securing the kind permission of the author, to make it one of our "FOUR-TRACK SERIES," which is an educational as well as a travel series, and to print it in editions of one hundred thousand until the demand is supplied, if it takes the entire Twentieth Century to accomplish it.

A copy of No. 25 of the "FOUR-TRACK SERIES," containing "A MESSAGE TO GARCIA," will be sent free, post-paid, to any address in the world, on receipt of a postage stamp issued by any country on the globe, or it will be sent in packages of 100 each, on receipt of 50 cents for each 100.

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Looking up the Hudson River from West Point — the Greatest Military Academy in the World — On the New York Central.

A Message to Garcia.

Copyright, 1899, by Elbert Hubbard.



all this Cuban business there is one man stands out on the horizon of my memory like Mars at perihelion. When war broke out between Spain and the United States, it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain fastnesses of Cuba — no one knew where. No mail nor telegraph message could reach him. The President must secure his co-operation, and quickly.

What to do!

Someone said to the President, "There's a fellow by the name of Rowan will find Garcia for you, if anybody can."

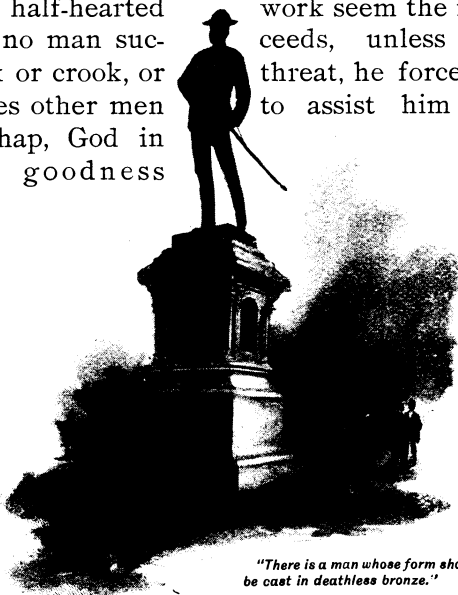
Rowan was sent for and given a letter to be delivered to Garcia. How "the fellow by the name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the island, having traversed a hostile country on foot, and delivered his letter to Garcia, are things I have no special desire now to tell in detail.

The point I wish to make is this: McKinley gave Rowan a letter to be delivered to

Garcia; Rowan took the letter and did not ask, "Where is he at?" By the Eternal! there is a man whose form should be cast in deathless bronze and the statue placed in every college of the land. It is not book-learning young men need, nor instruction about this and that, but a stiffening of the vertebrae which will cause them to be loyal to a trust, to act promptly, concentrate their energies; do the thing—"carry a message to Garcia!"

General Garcia is dead now, but there are other Garcias.

No man, who has endeavored to carry out an enterprise where many hands were needed, but has been well-nigh appalled at times by the imbecility of the average man—the inability or unwillingness to concentrate on a thing and do it. Slipshod assistance, foolish inattention, dowdy indifference, and half-hearted work seem the rule; and no man succeeds, unless by hook or crook, or threat, he forces or bribes other men to assist him; or mayhap, God in His goodness



"There is a man whose form should be cast in deathless bronze."



"The clerk will go off and get one of the other clerks to help him try to find Garcia."

performs a miracle, and sends him an Angel of Light for an assistant. You, reader, put this matter to a test: You are sitting now in your office—six clerks are within call. Summon any one and make this request: "Please look in the encyclopedia and make a brief memorandum for me concerning the life of Correggio."

Will the clerk quietly say, "Yes, sir," and go do the task?

On your life, he will not. He will look at you out of a fishy eye, and ask one or more of the following questions:

Who was he?

Which encyclopedia?

Where is the encyclopedia?



Was I hired for that?

Don't you mean Bismarck?

What's the matter with Charlie doing it?

Is he dead?

Is there any hurry?

Shan't I bring you the book and let you look it up yourself?

What do you want to know for?

And I will lay you ten to one that after

"Advertise for a stenographer."

you have answered the questions, and explained how to find the information, and why you want it, the clerk will go off and get one of the other clerks to help him try to find Garcia—and then come back and tell you there is no such man. Of course I may lose my bet, but according to the Law of Average, I will not.

Now if you are wise you will not bother to explain to your "assistant" that Correggio is indexed under the C's, not in the K's, but you will smile sweetly and say, "Never mind," and go look it up yourself.

And this incapacity for independent action, this moral stupidity, this infirmity of the will, this unwillingness to cheerfully catch hold and lift, are the things that put pure socialism so far into the future. If men will not act for themselves, what will they do when the benefit of their effort is for all? A first mate with knotted club

seems necessary; and the dread of getting "the bounce" Saturday night holds many a worker to his place.

Advertise for a stenographer, and nine out of ten who apply can neither spell nor punctuate—and do not think it necessary to.

Can such a one write a letter to Garcia?

"You see that book-keeper," said the foreman to me in a large factory.

"Yes, what about him?"

"Well, he's a fine accountant, but if I'd send him up town on an errand, he might accomplish the errand all right, and, on the other hand, might stop at four saloons on the way, and when he got to Main Street, would forget what he had been sent for."

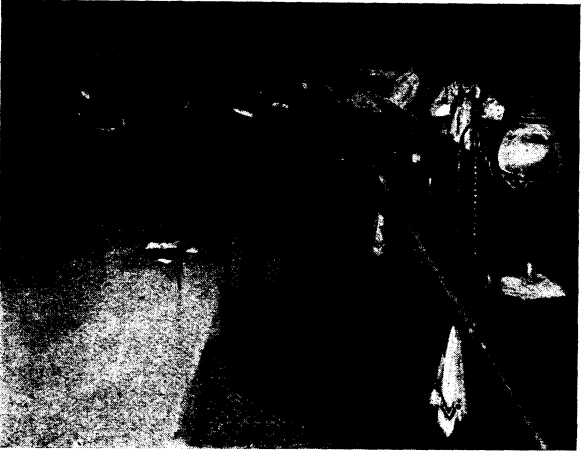
Can such a man be entrusted to carry a message to Garcia?

We have recently been hearing much maudlin sympathy expressed for the "down-trodden denizen of the sweat-shop" and the "homeless wanderer searching for honest employment," and with it all often go many hard words for the men in power.

Nothing is said about the employer who grows old before his time in a vain attempt to get frowsy ne'er-do-wells to do intelligent work; and his long patient striving with



"You see that book-keeper"—



"He — might stop at four saloons on the way."

"help" that does nothing but loaf when his back is turned. In every store and factory there is a constant weeding-out process going on. The employer is constantly sending away "help" that have shown their incapacity to further the interests of the business, and others are being taken on. No matter how good times are, this sorting continues, only if times are hard and work is scarce, the sorting is done finer—but out and forever out, the incompetent and unworthy go. It is the survival of the fittest. Self-interest prompts every employer to keep the best—those who can carry a message to Garcia.

I know one man of really brilliant parts who has not the ability to manage a business of his own, and yet who is absolutely worthless to anyone else, because he carries with him constantly the insane suspicion that his employer is oppressing, or intending to oppress, him. He can not give orders, and he will not receive them. Should a message be given him to take to Garcia, his answer would probably be, "Take it yourself."

To-night this man walks the streets looking for work, the wind whistling through his threadbare coat. No one who knows him dare employ him, for he is a regular fire-brand of discontent. He is impervious to reason, and the only thing that can impress him is the toe of a thick-soled No. 9 boot.

Of course I know that one so morally deformed is no less to be pitied than a physical cripple; but in our pitying, let us drop a tear, too, for the men who are striving to carry on a great enterprise, whose working hours are



*And when he got to Main Street,
would forget what he had been
sent for."*

not limited by the whistle, and whose hair is fast turning white through the struggle to hold in line dowdy indifference, slipshod imbecility, and the heartless ingratitude which, but for their enterprise, would be both hungry and homeless.



"'Help'—that does nothing but loaf when his back is turned."

Have I put the matter too strongly? Possibly I have; but when all the world has gone a-slumming I wish to speak a word of sympathy for the man who succeeds—the man who, against great odds, has directed the efforts of others, and, having succeeded, finds there's nothing in it: nothing but bare board and clothes.

I have carried a dinner-pail and worked for day's wages, and I have also been an employer of labor, and I know there is something to be said on both sides. There is no excellence, per se, in poverty; rags are no recommendation; and all employers are not rapacious and high-handed, any more than all poor men are virtuous.

My heart goes out to the man who does his work when the "boss" is away, as well as when he is at home. And the man who, when given a letter for Garcia, quietly takes the missive, without asking any idiotic questions, and with no lurking intention of chucking it into the nearest sewer, or of doing

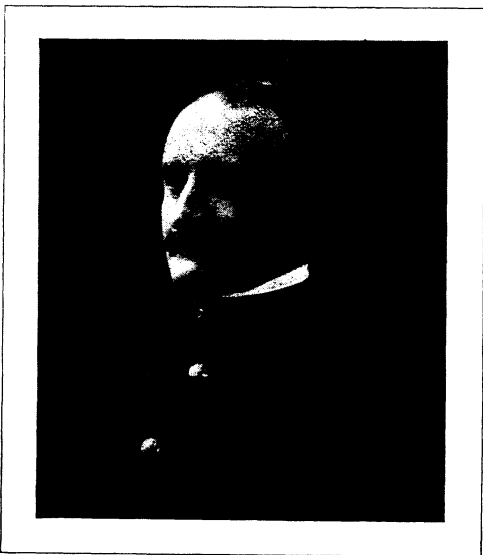
ought else but deliver it, never gets "laid off," nor has to go on a strike for higher wages. Civilization is one long anxious search for just such individuals. Anything such a man asks shall be granted; his kind is so rare that no employer can afford to let him go. He is wanted in every city, town, and village—in every office, shop, store, and factory. The world cries out for such: he is needed, and needed badly—the man who can carry a message to Garcia.



"To-night this man walks the streets looking for work, the wind whistling through his threadbare coat."

The Man Who Carried "A Message to Garcia."

Lieut.-Col. Andrew S. Rowan, the first man of the United States Army to receive and successfully execute a war assignment since the outbreak of the present hostilities, is a modest, unassuming officer who knows how to perform his duty. His mission demanded pluck, courage, good judgment, and sand, and of all these qualities he showed himself possessed. At the bidding of the War Department he landed alone on the Cuban shore and made his way for miles through a hostile country until he penetrated to the nearest camp of insurgents, where he arranged with General Garcia for



LIEUT.-COL. ANDREW S. ROWAN.

the present co-operation of the Cuban forces with our army of invasion. Having succeeded in this undertaking, Lieutenant Rowan had to perform the equally perilous task of returning to the American lines with his Cuban maps and dispatches, a feat he accomplished in an open sailboat that reached Nassau, N. P., at the very time Admiral Sampson's fleet was steaming eastward to meet the Spanish fleet destined for Santiago. Rowan was born in Virginia in 1860, and was appointed from West Virginia as a cadet in 1877. He was graduated from West Point in 1881, and was commissioned as second lieutenant in the Fifteenth Infantry. For some

years he served on the Western frontier, and later he was detailed on survey duty, under Captain Macomb, in Central America, where he learned to speak Spanish fluently. After that, while nominally attached to the Nineteenth Infantry, he visited Cuba at the bidding of the Bureau of Military Information, and there he accumulated the material which has since been embodied in his instructive book on the subject.—*From Leslie's Weekly, July 7, 1898. By kind permission of The Arkell Publishing Company.*

The Message. The Man. The Motive.

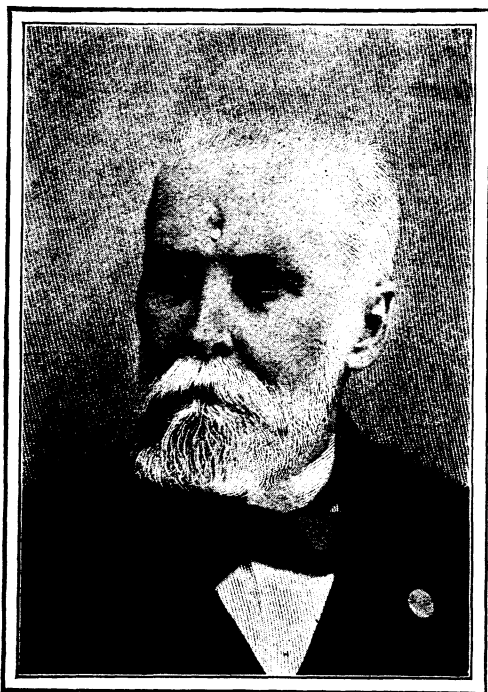
In an article in *McClure's Magazine* for August, 1898, written by Lieut.-Col. Andrew S. Rowan, entitled "My Ride Across Cuba—the Story of a Secret Mission to the Cuban Leaders," appears the following :

EDITOR'S NOTE.—When war was declared against Spain in April last, the War Department decided to send an agent to General Garcia to ascertain what co-operation might be expected from the insurgents, in case we should invade Cuba. The man chosen for this mission was Lieut. Andrew S. Rowan, a Virginian, a graduate of West Point in the class of 1881, at this time employed in the Military Information Bureau of the War Department. In the following article he himself tells the story of his journey. The narrative is the simple, straightforward one of a man who is unconscious that he has done anything remarkable, and one to whom daring and hardship are matters of course when they are necessary to the discharge of a duty. The reader, however, can not forget that from the moment he left Jamaica on April 23d, until he arrived in Key West on May 11th, he was exposed to all the dangers which a state of war brings the dispatch-bearer who ventures into the enemy's territory. Sleeping on stone ballast in the bottom of an open boat, climbing on foot through thickets, riding fifty miles and more a day over abandoned roads or through unbroken forests, stopping only when preparation for continuing the trip required it, exposed to wind and sun and waves for two days in a boat so small that the occupants were forced to sit upright in it, forced on land and sea to keep continually on the alert for a watchful enemy—these are the experiences which Lieutenant Rowan dismisses as mere incidents. After receiving Lieutenant Rowan's report, Major-General Miles wrote to the Secretary of War: "I also recommend that First Lieutenant Andrew S. Rowan, 19th U. S. Infantry, be made a lieutenant-colonel of one of the regiments of immunes. Lieutenant Rowan made a journey across Cuba, was with the insurgent army under Lieutenant-General Garcia, and brought most important and valuable information to the Government. This was a most perilous undertaking, and in my judgment Lieutenant Rowan performed an act of heroism and cool daring that has rarely been excelled in the annals of warfare."

Gen. Calixto Garcia

The Man to Whom the Message was Carried.

Gen. Calixto Garcia, who died of pneumonia in Washington, D. C., on December 11, 1898, was fifty-eight years old, and for more than half his life his chief concern had been the overthrow of Spanish rule in Cuba. He was born in Holguin, Cuba, 140 miles from Santiago, in 1840, and was one of the instigators of the Cuban rebellion of 1868. For five years he was active and suc-



[BY PERMISSION OF THE S. S. McCLURE COMPANY.]

GEN. CALIXTO GARCIA.

cessful in fights and forays against the Spaniards, but in September, 1873, he was surprised with twenty men by 500 Spaniards. Seeing that there was no chance to get away, and unwilling to be captured alive, he put the muzzle of his pistol in his mouth and pulled the trigger. The ball, instead of going through his brain, came out of his forehead between his eyes, and he recovered. He was sent to Spain and held a prisoner until the peace of Zanjón was signed in 1877. Then he went to Paris

and thence to New York, and back to Cuba, and presently took part with Maceo in what was called "the little war," which followed the peace of Zanjón. Captured again, his life was spared, and he was sent back to Spain, where he lived for seventeen years under police supervision at Madrid. There he supported his family, which grew to be large, by teaching.

When the last revolution broke out, in 1894, he grew restless again, and finally slipped away from Madrid and reached New York in November, 1895. He commanded the Hawkins filibustering expedition which came to grief, but after two more unsuccessful attempts reached Cuba in March, 1896. His record as a Cuban leader after that is a matter of general knowledge. His co-operation with the American forces in the capture of Santiago fairly brought him in at the death of the Spanish rule that he had fought so long.—*From Harpers' Weekly, December 24, 1898. By kind permission of Harper & Brothers.*

The Cuban Educational Association of the United States.

The above is a movement which should enlist the sympathy and co-operation of every lover of his country, and every educator should be informed in regard to its scope and purposes. *The Review of Reviews*, of September, 1899, published a two-page article on this subject, from which the following is extracted :

"The Cuban Educational Association of the United States of America was organized in 1898 by Maj.-Gen. Joseph Wheeler, Gen. Calixto Garcia, Alexander E. Orr, Nicholas Murray Butler, Albert Shaw, William H. Baldwin, Jr., and Gilbert K. Harroun, the purpose of which was to reach out quickly and give practical aid to the people of the Antilles by offering to bring their young men of studious habits to the United States, and place them in our colleges and schools, where they could obtain tuition along American lines. Already there are young men at school in New Hampshire, Vermont, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Maryland, Virginia, West Virginia, Alabama, Ohio, and Michigan, and we expect before the new year arrives to have students in each State in the Union. The day is not far distant when young men of the type our Association is aiding, will become factors in the management of their own home affairs, and it is exceedingly doubtful if there can be laid out any line of philanthropic work which will bring so large a return to the people of the United States as that of dealing in these educational futures. The bringing to the United States at this time of 2,500 of these worthy, malleable young men, whom war has evolved into a new world, and tutoring them among the 16,000,000 of our bright American school boys and girls, and then returning them to their homes, can not but produce a stage of human development that will glimmer as a beacon light in aiding to create a stable pacific government in the Antilles."

Elbert Hubbard

The Man Who Wrote "A Message to Garcia."

A gifted author, an eloquent speaker, and a singular and unique character, properly describes Mr. Elbert Hubbard of Aurora, New York, the editor of *The Philistine* magazine, and the author of "A Message to Garcia," which is now being distributed by the million copies by the energetic efforts of George H. Daniels, the General Passenger Agent of the New York Central Rail-



MR. ELBERT HUBBARD.

road. Mr. Hubbard was a journalist in the West, and happened to settle in the little village of East Aurora, New York. With a friend, he decided to revive the work of the pamphleteer by publishing a little magazine which should speak the truth and not fear to tread on the toes of anyone. Somehow this little publication, with scarcely anything behind it excepting the originality, genius, and

high character of Mr. Hubbard, was at once recognized as worthy of a place in the literary world, and that place it has continued to hold. More than that, Mr. Hubbard decided that there was room not only for the pamphleteer, but for a printer of the old type and character; for, as he says, printing is the only noble art in existence which was born full-fledged. He insists that the printing of the monks in the earliest centuries of the art stands unrivaled for excellence and beauty, and he has established at East Aurora the Roycroft Press for the publication of none but beautiful books. From little or nothing, Mr. Hubbard's business has grown to large dimensions, and he is everywhere recognized not only as the writer of the famous "Message to Garcia," but as a conscientious patron of the most distinguished art of our times. Long may he survive.—*Editorial from Leslie's Weekly.*

Extracts

From Remarks made by George H. Daniels, General Passenger Agent, New York Central Railroad, at the 115th Meeting of the New York Universalist Club at the St. Denis Hotel, New York, Monday evening, May 22, 1899.

Mr. Daniels said :

Your Secretary, when he invited me to come, was kind enough to say he thought you would be pleased to learn from me how I came to take so much interest in "A Message to Garcia" as to be willing to undertake the printing and distribution of a million copies.

For several years I have been a reader of the *Philistine* magazine, of which my friend, Mr. Hubbard, is the editor. I have read many other of his writings, always with deep interest, for to my mind there are few writers who state as clearly, as concisely, and with such dramatic effect, facts containing so much sound sense and that display such wide knowledge of the subject and so thoroughly convince the reader of the sincerity of the writer, as does Mr. Hubbard.

When I opened *The Philistine* for March, and glanced through its always interesting pages, the title, "A Message to Garcia," struck me as peculiar, and I felt confident that underneath it would be found something of unusual interest. I cut the leaves and read the article aloud to my Secretary, and as I finished it I remarked: "That is the finest thing of its kind I ever read."

Immediately there passed through my mind the names of a thousand men and women I wanted to have read the message and appreciate it as I did, and I at once wired this to Mr. Hubbard: "'A Message to Garcia' is superb; please print us 1,000 copies. This article should be read by every citizen of our great Republic."

The force and character of the article grew upon me as the hours went by, and I thought of other people I had met in various parts of the country, and of some who were in distant lands, who would enjoy it, and I telegraphed for a second thousand, and on arrival of the first package we began to mail them, and the third day after the first copies had been sent out, I began to get requests for additional copies from friends to whom they had been sent. I telegraphed for a third thousand. Then letters and telegrams came in by the score, and then by the hundred, and I said: "We must find some

way to supply this demand," and wrote Mr. Hubbard, asking permission to print the message as one of our "Four-Track Series" of books, which we originally described as "Books of Travel," but to which we have now added the educational feature. He graciously consented, and I ordered the first edition of 100,000, printing this explanation on the title page:

"This small preachment by Elbert Hubbard was first printed in the *Philistine* magazine for March, 1899. It was then done into a booklet by the Roycrofters at the Roycroft Shop, which is in East Aurora, Erie County, N. Y.

"Having received so many requests from clergymen, teachers, and others interested in the education of the young, for copies of 'A Message to Garcia,' we have decided, after securing the kind permission of the author, to make it one of our 'Four-Track Series,' which is an educational as well as a travel series, and to print it in editions of 100,000 until the demand is supplied, if it takes the entire twentieth century to accomplish it."

Before the first copies of the first hundred thousand had been received, we had requests from every State from Maine to California, and from the Great Lakes to the Gulf of Mexico, aggregating nearly one hundred and fifty thousand copies, and I telegraphed the printers to order the paper for two hundred thousand additional.

We have just begun on the distribution of the second hundred thousand, and before the end of May will be well under way with the third hundred thousand.

A contract has been made for the fourth and fifth hundred thousand, and I am now negotiating for the second half million copies.

In my opinion, "A Message to Garcia" should be styled "An Epic," and I believe it will become a modern classic. It will be placed in our school readers as an inspiration to future generations of boys and girls. It will have a place in the history of literature beside that marvelous epic of the Bible — the book of Job.

I am not basing this opinion upon my own judgment alone, but on thousands of letters from all over the land that attest its worth.

Extracts from a few of these letters and a sentence here and there from editorials from the great newspapers of America will suffice to give an idea of the reception accorded Mr. Hubbard's preachment.

A consular agent of the United States in Ireland says:

"Many thanks for so kindly sending me a copy of 'A Message to Garcia.' I am lending the preachment to the large employers hereabouts, and all declare it is the best thing of its kind they have ever read."

The New York *Home Journal* in its issue of April 12, 1899, says:

"The amount of common sense, worldly wisdom, and everyday philosophy contained in its eleven pages, and which lie beneath its jocose banter, form a marvelous little social homily

which those who labor at anything, with hands or head, will appreciate, and only those; yet its perusal must awake a glimmer of thought in the dullest. Get it! Read it! Take it to heart!"

The principal of one of the public schools in Milwaukee says:

"Please send me one or more copies of 'A Message to Garcia' for use in my school. I have read about this pamphlet, and told my children the story of Lieutenant Rowan as far as I could get the facts, and it has done much good. I shall now have an opportunity to still further impress the story upon their minds."

The pastor of one of the large Methodist churches in New York says:

"It is keen, well written, and strikes a point needed to be hit. I believe it will do much good."

The rector of one of the most prominent churches in New York writes:

"Your re-publication and distribution of 'A Message to Garcia' calls for my most cordial thanks. Every word of it has the ring in it of Gospel truth. I am passing on my copy. God bless you for it."

The Lockport, N. Y., *Union Sun* says:

"It is an interesting bit of preachment so forceful in the lesson it conveys. It applies admirably to the conditions of to-day when much of the training of our young people is merely by rote and encyclopædia. A great educator, the late President Chadburne of Williams College, once said: 'Always bear in mind that the most vital element of education is inspiration.' There's the keynote of education. The mere acquisition of knowledge without the inspiration which directs its application is like the superbly built engine minus the steam; good for nothing in the race of life, and entirely unfit to 'carry a message to Garcia' or anyone else."

A general officer of one of the large western railways says:

"How well it is written and how 'pat' it is. It is a pity that it can not in some way be brought home to the boys who are just starting out in their life's work. One hears so much grumbling and so much gossip from the discontented ones, and at the same time when we want a man for a position of some responsibility, how hard it is to find the man in the ranks where we want to take him from."

The Buffalo *Commercial* says:

"It is in such great demand as to have necessitated several editions, numbering 500,000 copies for general distribution. The booklet is all the title implies—'A Message to Garcia'—and every man, woman, and child will do wisely in reading it."

The Philadelphia *Item* says:

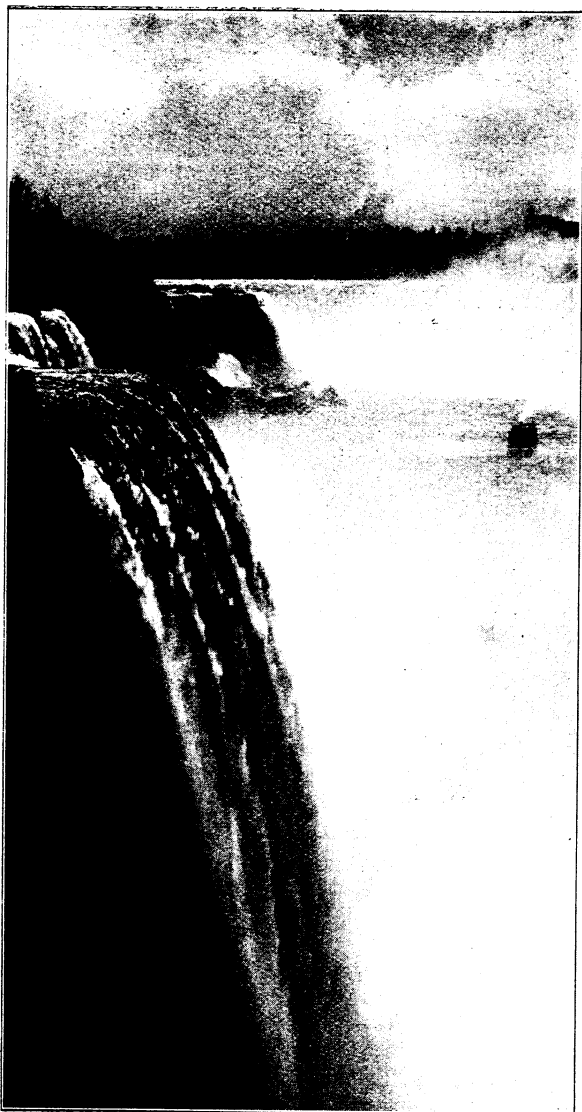
"We agree with a leading New York divine, who says, 'It is Gospel truth, every word of it.'"

The pastor of one of the best known churches in New York writes:

"There have been articles that I could not understand, but this one—'A Message to Garcia'—is so luminously clear that a fool running may comprehend."

A general officer of one of the great New England lines writes:

"It seems to strike just the right note in my experience, and if it could be printed in large type and hung on the office walls or in the public places, particularly the schools, it would be productive of much good."



Niagara Falls is Reached from all Directions by the New York Central Lines.

Pan-American Exposition at Buffalo in 1901

Every person in the United States should visit the Pan-American Exposition at Buffalo in 1901.

The "New York Central Lines" will carry you right to the grounds.

When you are at the Exposition you are only forty minutes from Niagara Falls, the New York Central has forty trains a day, and the fare is only 35 cents.

The editor of one of the great newspapers of New York writes :

"At my age, with thirty-two years of continuous service, I can thoroughly appreciate the truths so concisely and forcibly set forth in this little work. It is a pointed, practical, and truthful sermon to the young man who desires to rise in the world, and you will doubtless be the means of doing much good among such by causing its distribution."

An officer of one of the Nebraska railways says :

"I have just read a copy of 'A Message to Garcia' and think it is the best article of the kind I have ever read."

The New York *Press* says :

"The application is to the laboring man, the employe, who must be like Rowan—'a fellow by the name of Rowan'—in order to get on in the world. When ordered to assume any task he should not ask foolish questions, but, like Rowan, go ahead and accomplish it."

The president of one of the Florida railways says :

"In few plain words 'A Message to Garcia' points out the road leading to success or failure. The message should be memorized by every young man in the country. It is a specific for the disease it treats."

The editor of a prominent Brooklyn paper says :

"It is so good, so pat, so pithy, that I want to reprint it in our paper."

The president of one of our great Colorado railroads telegraphs :

"Many thanks for 'A Message to Garcia.' It is strong, pointed, true, and ought to be in all hands. I am sending to my son at Yale the copy you sent me."

The editor of one of our great magazines writes :

"It went right to my heart, and ought to be in the hands of every young man in the country."

The *Observer*, Palestine, Texas, says of "A Message to Garcia" :

"Of all the unique literature of the late war, the New York Central, 'America's Greatest Railroad,' sends out the finest sample."

The superintendent of one of the great railways of the country says :

"I was so well pleased with 'A Message to Garcia' you so kindly sent me, I have been industriously circulating it ever since. I can't keep it, and I want it at all times."

The Denver, Colo., *Post* says :

"'A Message to Garcia' is as strong a piece of modern prose as 'The Man with the Hoe' is of modern poetry. They have both made their mark. They stand high on the ladder of contemporaneous fame."

A young clergyman of New York writes :

"I have sent a copy to each of the graduating class of a western college in which I was formerly a professor, and if the 'Message' does one boy the good it has done me, I shall be well repaid."

Another New York clergyman, whose name is familiar to everyone in this room, writes :

"I thank you for the copy of 'A Message to Garcia.' You have done a good bit of missionary work in the interest of manliness to have this strong bit of writing put into an attractive form and sent out."

Another prominent New York clergyman writes :

"I have enjoyed it more than I can tell you. It is delightful in every respect. You are a missionary in circulating it, and it can not fail to do good to any person who reads it. Mr. Hubbard has taken an impressive incident and found the heart of it, and applied that to the whole of life."

Town Topics says :

"I take no little pleasure in recommending to every young man, with an aim in life and a desire to succeed, a pamphlet issued by the passenger department of the New York Central Railroad, and entitled 'A Message to Garcia.'"

A member of the board of education in a neighboring city writes :

"The paper, in my judgment, is of the most practical educational value, and I should like as a member of the board of education to distribute copies in the schools where they will do the most good."

A manufacturer in Central New York says :

"It contains more sound horse sense to the square inch than anything I have read in a long time."

Another minister says :

"It is capital, I wish all my young men could read it."

The editor of one of the greatest of New York's dailies writes :

"I have read with much interest 'A Message to Garcia,' and have passed it along to other people whom I know will appreciate it. It is really one of the most interesting things of its kind I have ever seen."

Another prominent clergyman says :

"I want to express my enthusiastic admiration for its literary style, and most of all its righteous and true thought. I have been a public man for fifteen years in this great city, and I desire to endorse with all my heart the position taken in the essay. You are doing a noble missionary work in circulating it. I wish it could fall into the hands of every shiftless person."

Speaking of "A Message to Garcia," the *Western Trade Journal* says :

"Five hundred thousand copies of a booklet, to be distributed through one source, is a high tribute to the merits of any publication."

The president of one of the great banks of New York writes :

"I have read with much interest 'A Message to Garcia,' and have profited by the same, as I know must everyone fortunate enough to receive it."

An officer of one of the great institutions of learning says :

"Permit me to congratulate you upon circulating this practical shot at indifferent young men."

The *Quebec Chronicle* says :

"America's Greatest Railroad is to be congratulated in sending this philosophical gem broadcast among the youth of America."

The secretary of the Prison Association of New York writes :

"I read yesterday 'A Message to Garcia,' which I believe to be one of the most useful little books to young men that has ever been published. I should be very glad indeed if we could put one in the hands of each of the fifteen hundred inmates of the State Reformatory at Elmira. Every man who employs young men owes you a debt of gratitude for republishing this admirable little brochure."

The New York *Journal of Finance* says:

"It is very appropriately called a 'preachment,' as it contains about as much practical wisdom in the same space as anything in Ecclesiastes or the Preacher among those wonderful chunks of wisdom which emanated from the brain of Solomon, and which, we are told, 'the men of Hezekiah copied out:'"

In answer to the question, "How did you come to write it?" Mr. Hubbard says:

"When I wrote that little thing I had not the slightest idea that it would make any splash in the literary pond; in fact, I wrote it hot off the bat in about half an hour one evening after supper, when we had had a lively argument over the teacups as to who was the real hero of the Cuban War, and it came to me that the real hero in any situation was simply the man who did his work, be it high or low, great or small. Perhaps the matter had been pressed home to me rather strongly during the past year in my endeavors to do a little real good work in the line of bookmaking, and at the same time utilize the talents of the various individuals in the village who were out of employment."

The president of a college in Kentucky says:

"I read it to our students this morning in the chapel, and it was listened to with much interest. Many of our students have expressed a desire for copies to keep and use elsewhere."

A Boston manufacturer writes:

"Everybody who has employed 'help' can appreciate this preachment."

A railroad agent in Pennsylvania says:

"'A Message to Garcia' is a great sermon, and although it does not need my endorsement to make it go, I wish to say I see the point. Concentrated effort is necessary to success."

The American manager of one of the great insurance companies of London writes:

"It is one of the best things of its kind I have ever read. I wish to send a copy to each of our agents. I want to tell them that something done for us is more satisfactory than excellent reasons why something is not done."

The president of another insurance company says:

"The doctrine laid down in this little preachment is so excellent that I would like to secure copies for distribution where I think they will be of service."

The editor of the *Literary Digest* says:

"I am sure you have the profound thanks of the Nation for the missionary work you are doing, and I should not be surprised if in a little time the 'Message' were translated into several languages, thereby benefiting the peoples of the earth."

The principal of a large school in St. Louis writes:

"We have twenty-five teachers and an enrollment of over a thousand pupils in this school. We are turning out boys to make future history. Your 'Message to Garcia' must be in the hands of every mother's son of 'em in our upper grades, if we have to 'beg, buy, or borrow' them. There's a 'get there' lesson in your little monograph that brings it near to the heart of every teacher."

The president of one of the large western railroads writes:

"I have read 'A Message to Garcia' with great interest. It is a word that much deserved to be said, and could scarcely have been said better."

A teacher in the high school at New Bedford, Mass., says:

"Just the right kind of talk to give our boys. It is needed in these days. So much is done for our boys and girls, I fear it weakens their self-reliance."



A Glimpse of the Mohawk Valley on the New York Central, of which Rev. Dr. T. DeWitt Talmage once said: "The most beautiful sight I ever witnessed was along the Mohawk Valley."

The editor of the *Western Teacher*, of Iowa, writes :

"One who worships at the shrine of Elbert Hubbard wishes to say your scheme for circulating 'A Message to Garcia'—the best bit of educational literature since the 'Evolution of Dodd'—entitles you to the thanks of every man who loves boys and appreciates the inanity of much that passes for education. I shall not be surprised if in this clever bit of advertising you have started an endless chain that may keep you busy 'the entire twentieth century.' I would rather my boy knew this lesson than anything prescribed by Yale or Harvard, and I also want him to know that it was the keen eye of a business man that caught the words of the song and set them to railroad music. Send me a few copies to plant in good soil."

The Oil City *Derrick* says :

"Its publication will do great good."

A teacher in Brooklyn writes :

"Will you favor me with a copy of 'A Message to Garcia' ? I want it recited for 2,000 listeners in the girls' high school."

The general manager of Carters' Ink Company of Boston says :

"You have done me the favor of sending me a copy of 'A Message to Garcia,' and I would like to invest the enclosed dollar for a couple of hundred of them; it is about the best way I know of to invest the dollar."

A member of a large iron manufacturing establishment in Erie, Pa., writes :

"It is a good thing; I want to pass it along."

The head of the Packard School, New York, writes :

"I like 'A Message to Garcia' so much that I desire to place a copy in the hands of each pupil."

A superintendent of schools in Rhode Island writes :

"I have read it with exceeding interest. I am anxious that every teacher in our city should be supplied with a copy, so that through them this message of sturdy pluck, of honest and unreserved devotion to duty—to the thing in hand—may reach every boy and girl in our schools."

A superintendent of schools in Georgia writes :

"I regard this as the most helpful piece of literature for young men that has ever been printed."

The principal of a school in New Jersey says :

"Please send me a dozen copies of 'A Message to Garcia,' and send your bill. I can use them to your advantage and mine—to that of this school—to that of my children. Every born executive knows what that means. I wish you would send out a million copies."

The editor of the *Chicago Evening Journal* says :

"The New York Central is doing a service to society in the printing and distributing of Mr. Elbert Hubbard's little brochure, entitled: 'A Message to Garcia.' In its present form it might be called an industrial tract."

A prominent lawyer of Troy writes :

"I desire to acknowledge receipt of express package containing 100 copies of 'A Message to Garcia.' It is an epic. It ought to be pasted with the Golden Rule in the hat of every boy in the land. If the demand continues so as to require anything like the twentieth century to supply it, the era of the reign of pure socialism though far in the future, is sure to come, if an improvement on our present social system.

"The appreciative study of this tract should awaken the latent intellectual and moral forces in any brain which possesses them."

The superintendent of the National Cash Register Company, Dayton, Ohio, writes :

"We are especially pleased with 'A Message to Garcia,' and the copies you have sent us are already in circulation about the factory. You certainly are doing good in the world by distributing this admirable little tract."

The Brooklyn *Eagle* closes a quarter-column notice of "A Message to Garcia," with this concrete sentence :

"It contains so much truth, so many chunks of hard, solid fact, that it is doubtful if a million copies will supply the demand. It ought to be read to every class in every grammar grade in every school in the land—and a copy ought to be in the hand of every man who works for wages in the length and breadth of the Republic."

The secretary of one of the great industrial combinations writes :

"We have sixteen hundred men in our offices and eighteen thousand representatives scattered all over the country. We want a copy for each of them."

The Detroit *Free Press* says :

"The truths enunciated in 'A Message to Garcia' found such ready acceptance and approbation that the entire edition was quickly exhausted. It so appealed to the general passenger agent of the New York Central that he had half a million extra copies printed for distribution in the hope that much good might come from its dissemination."

An officer of a railway in Maine says :

"My wife has read 'A Message to Garcia' in several women's clubs, in the hospitals, and in our Sunday schools. I would like one for each of our agents, and could use 500 copies to advantage."

The New York *Telegraph* says :

"One of the most interesting publications yet issued by the passenger department of the New York Central is the reproduction of Elbert Hubbard's book, 'A Message to Garcia.'"

The president of one of the Western State Normal Schools writes :

"I would like 500 copies for our Institute in June. I propose to use it as a reading lesson at one of our sessions."

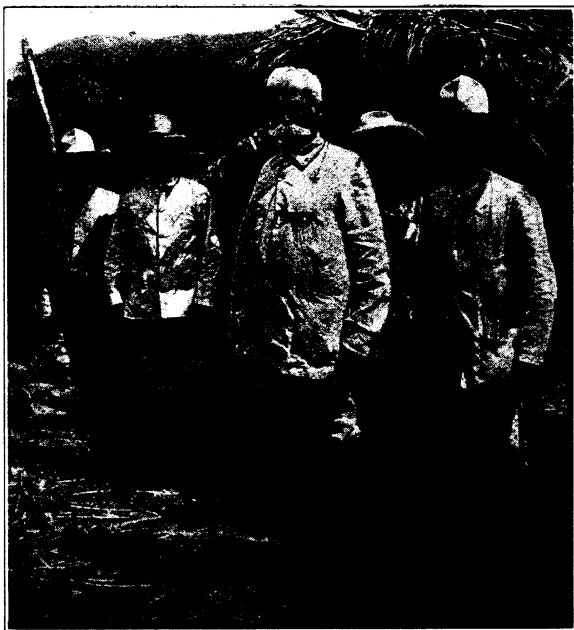
Mr. Albert Leonard, dean of the College of Liberal Arts, Syracuse University, in the *Journal of Pedagogy*, says :

"Mr. George H. Daniels, who is the head of the passenger business of the New York Central Railroad, has undertaken one of the hardest tasks of his life in deciding to supply the demand for Mr. Elbert Hubbard's 'A Message to Garcia,' an article which appeared in *The Philistine* some time ago.

"Taking as the text of his article President McKinley's commission to Lieutenant Rowan to carry a message to Garcia, the Cuban patriot, Mr. Hubbard wrote a little homily which contains more sound sense and practical philosophy than can be found in any other similar literature in the English language.

"We do not recall anything in the whole range of English literature that is more likely to incite the young to energetic and high endeavor than this preachment of Mr. Hubbard's.

"The less than dozen pages in this pamphlet contain the complete philosophy of success in any undertaking in life. Many a youth who would otherwise do life's work in a half-hearted and careless way will be led to make the most of himself through the reading of 'A Message to Garcia.'"



GENERAL GARCIA AND STAFF IN CUBA.

From photograph by J. D. Whelpley, Staff Correspondent Kansas City Star.

No Matter What

your politics may be you'll laugh to "split your sides" over **JUDGE** during the campaign of 1900. **JUDGE** has politics in pictures for the politician, humor for the humorist, and all-around good-natured satire for everybody.

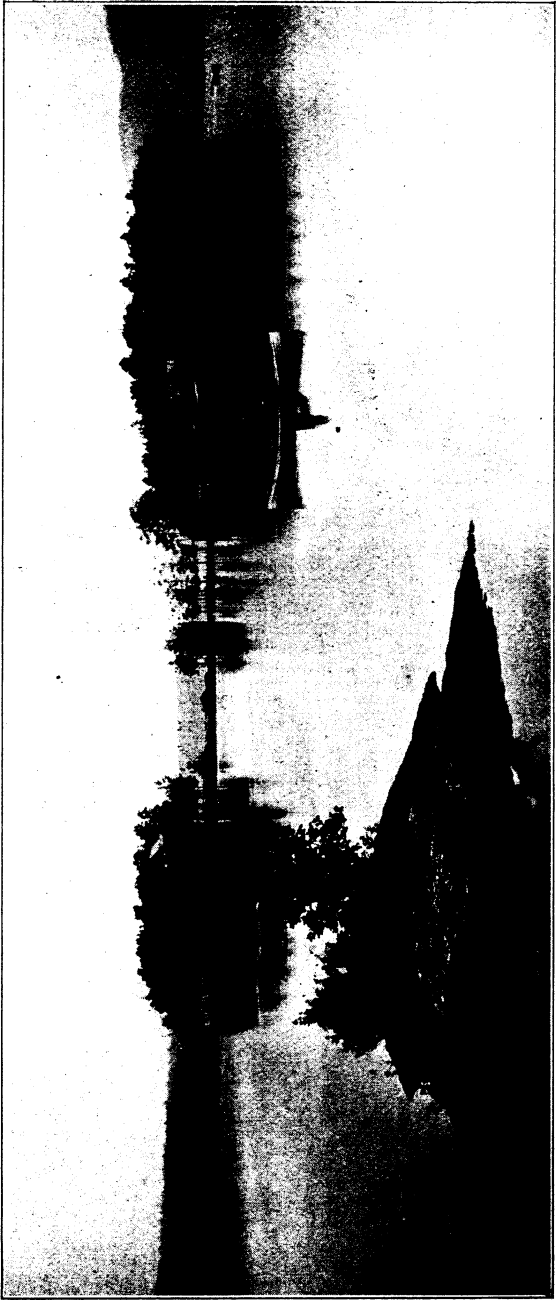
JUDGE'S cartoons are features of every political contest that a good American should not miss.

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R. CORSICA



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A Word to Teachers.

Lord Beaconsfield, one of the ablest men of his time, said: "Travel is the great source of true wisdom."

You will make a trip somewhere during the next vacation time, won't you?

If you do, you will want to go as comfortably as you can and as expeditiously; you will want to see all you can that is new, beautiful, and interesting; you will want to learn all you can of the growth and progress of our country and its institutions; you will want to secure as complete a change of scene, climate, and environment as the time and means at your disposal will permit.

The "NEW YORK CENTRAL LINES" reach the principal health and pleasure resorts, including Niagara Falls, the Mohawk Valley, Thousand Islands, Clifton Springs, Adirondack Mountains, Saratoga, Lake George, Lake Champlain, the historic Hudson River, Catskill Mountains, Berkshire Hills, Green Mountains, Richfield Springs, White Mountains, Poland Spring, Litchfield Hills, and seashore resorts of New York and New England.

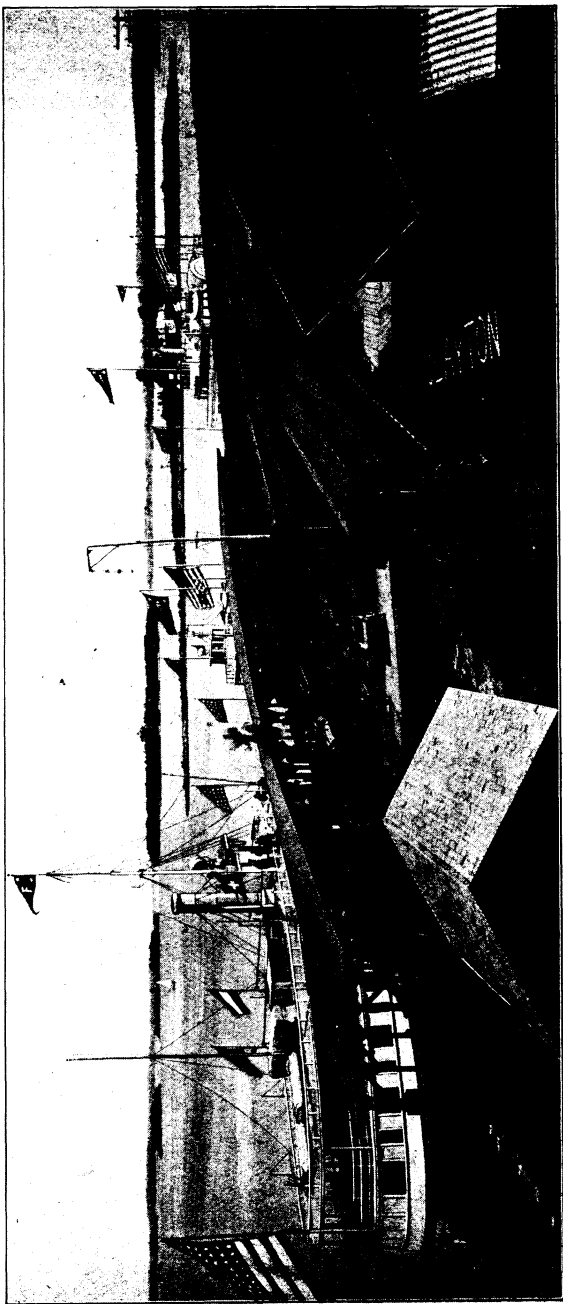
The "NEW YORK CENTRAL LINES" offer you unequaled facilities for a long or short trip, and at as low rates as can be afforded for the service performed.

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BOSTON & ALBANY,
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LAKE ERIE & WESTERN RAILWAYS.

It would possibly aid you in arranging your trip to consult one or more of the "FOUR-TRACK SERIES."

A copy of the Illustrated Catalogue of the "FOUR-TRACK SERIES" will be sent free, post-paid, to any address in the world on receipt of a 1 cent stamp of any country, by George H. Daniels, General Passenger Agent, Grand Central Station, New York.



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PARIS,	11 Rue Scribe (Opera). 47 Rue des Petites Ecuries.
HAVRE,	47 Quai d'Orleans.
HAMBURG,	11 Schmiede Strasse.
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A periodical of protest, published every little while.

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(Those who do not know how to take it had better not.)

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NOTE.—All first-class tickets reading over the New York Central & Hudson River R. R., between New York and Albany, in either direction, are good for passage on these steamers, thus affording tourists an unequalled opportunity of viewing the magnificent scenery of the Hudson by daylight.

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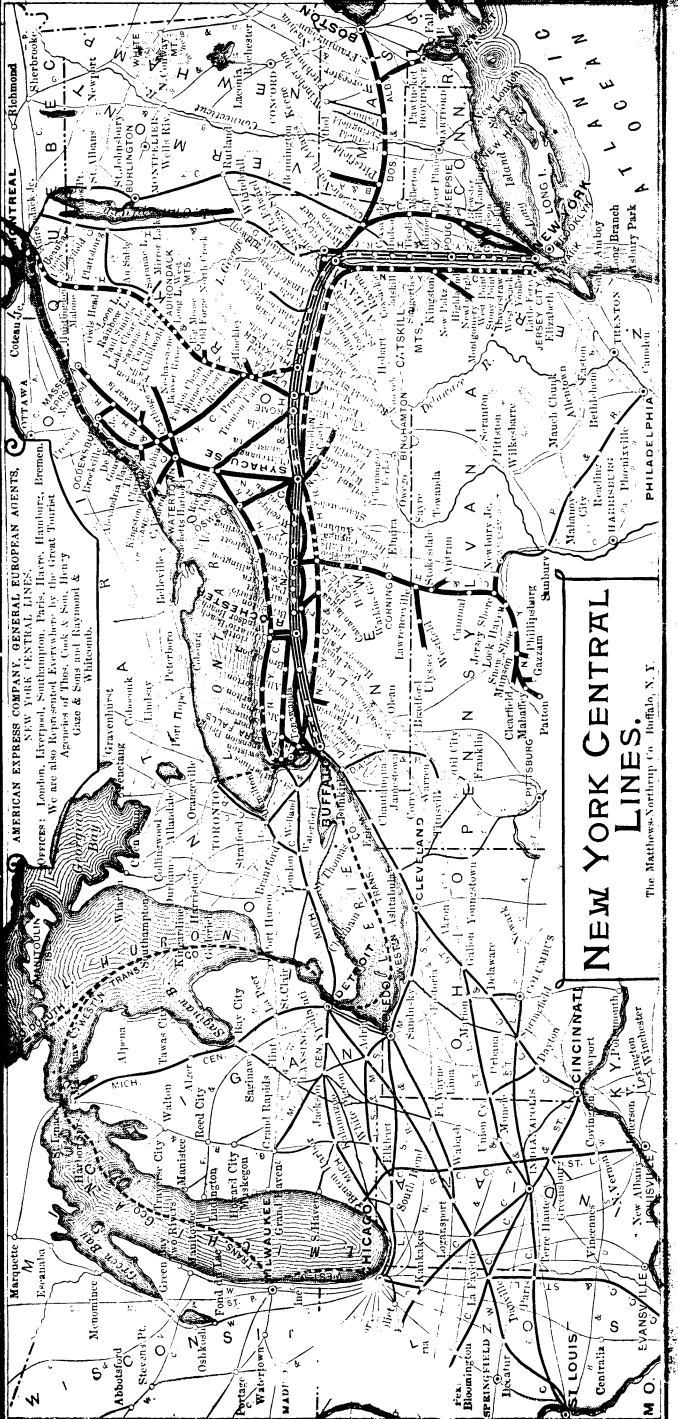
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